



Foreign Agricultural Service

GAIN Report

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China, Peoples Republic of

Promotion Opportunities

Annual

2001

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Report Highlights: This report provides a complete list of market-development activities, such as trade shows, retail promotions, trade teams and seminars, that the ATO Shanghai plans to hold, take part in, or observe over the period of October 2001 through March 2003. U.S. exporters and other organizations interested in participating in any of these activities should contact the respective organizer or the ATO Shanghai for additional information.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Shanghai ATO [CH2], CH

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Disclaimer:

The promotional activities listed below are provided for informational purposes only.

No endorsement is implied unless specifically stated.

Terms and conditions of participation are the responsibility of the activity organizer.

I. FAS/USDA Endorsed Trade Shows

U.S. exporters and other organizations interested in participating in FAS/USDA Endorsed trade shows should contact the respective organizers listed beneath each individual event, or alternatively, communicate with the FAS/USDA Trade Show Office based in Washington D.C.: Ms. Teresina Chin, Room 4642-South Bldg., 14th Street & Independence Ave., S.W., Washington, D.C. 20250-1052, Phone: 202-720-9423, Fax: 202-690-4374, E-mail: chin@fas.usda.gov.

Food Ingredients Asia-China 2002

Date: April 1 - 3, 2002

Venue: Everbright Convention & Exhibition Center, Shanghai

After a couple of very successful appearances, FI Asia-China will return to Shanghai annually. The FI Asia-China 2002 will include the locally-organized Food Ingredients China show, an important event for the food ingredients sector in China. FI China 2002 is being organized by CMP Information, China Food Additive Association (CFAA), and the China Council for Promotion of International Trade (CCPIT). Given Shanghai's culinary and economic dynamism, FI Asia-China presents an excellent opportunity for American food ingredient exporters to broaden their understanding of the Chinese market. Moreover, FI Asia-China is a well-known show that attracts many of China's largest food manufacturers as well as visitors from the food ingredient sector from throughout China. ATO Shanghai will organize an information booth and provide support for U.S. companies involved in this show.

Contact: Mr. Jack Cacciabondo, Institute of Food Technologists, 221 N. LaSalle Street, #300, Chicago, IL 60601-1291, Phone: (312) 782-8424 Fax: (312) 782-8348, E-mail: jcacciabondo@ift.org, Internet: www.ift.org; or Ms. Candice Lau or Ms. Beth Kwee, CMP Information, 17/F China Resources Building, 26 Harbour Road, Wanchai, Hong Kong; Phone: (852) 2827-6211, Fax: (852) 2827-7831, E-mail: candicelau@cmpasia.com.

SIAL China 2002

Date: May 22 - 24, 2002

Venue: Everbright Convention & Exhibition Center, Shanghai

After a successful debut in Beijing in April 2000 and sequel in Shanghai in April 2001, the international organizers of SIAL, Exposium, are returning to Shanghai once again in 2002. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the HRI and retail sectors. While SIAL has an excellent reputation in Europe and South America, the China show is perhaps less widely known because it competes with the more firmly established Food & Hotel China. However, the show organizers have succeeded in attracting China's leading retailers, including

the country's top foreign retailer: Carrefour of France. In forging a relationship with Carrefour, Exposium has gained popularity with international exhibitors by organizing meetings and seminars with key managers of the otherwise unapproachable retail chain. ATO Shanghai will provide support services to U.S. exhibitors including an on-site booth within the U.S. Pavilion, a market briefing, and a trade reception.

Contact: Ms. Lillian Lee, Exposium China, Unit 710, Union Plaza, 20 Chaoyangmenwai Dajie, Beijing 100020; Phone: (86-10) 6587-2510, 6587-2511, Fax: (86-10) 6587-2512, E-mail: eucimat@public.bta.net.cn or Mr. François Gros, IMEX Management, Inc. (U.S. Representatives for Exposium), 505 East Boulevard, Suite 200, Charlotte, NC 28203; Phone: (704) 365-0041, Fax: (704) 365-8426, E-mail: exposium@imexmgt.com, or Ms. Anne Capdevielle, Exposium, 1, rue du Parc, 92593 Levallois-Perret Cedex, France; Phone: (33-1) 49 68 54 22, (33-1) 49 68 54 11, E-mail: acapdevielle@exposium.fr, Internet: www.sial.fr, www.exposium.com

Food & Hotel South China 2002

Date: June 26 - 28, 2002

Venue: Guangzhou Foreign Trade Center, Guangzhou

The organizers of the Food & Hotel China Exhibition are putting together their third exhibition in the booming South China region, attempting to emulate the success of recent shows. This has become an important food show for South China.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com, Internet: www.fhcchina.com

II. Other Trade Shows

U.S. exporters and other organizations interested in participating in any of the trade shows listed below should contact the respective organizers listed beneath each individual event, or alternatively, communicate with ATO Shanghai for additional information.

Fall 2001 National Candy & Spirits Fair

Date: October 15 - 20, 2001

Venue: Zhengzhou

The fall show of this semi-annual event, also known as the Tang Jiu Hui Fair, possibly the largest domestic food trade show in China, will return to the capital city of Henan Province. This show has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts or penetrate new markets within inland China. ATO Shanghai will lead a sales

mission to this show in mid-October.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

China Wine 2001

Date: October 31 - November 3, 2001

Venue: China World Trade Center, Beijing

This show premiered in Shanghai in 1998 with very limited success. With the help of its organizers in Italy and Hong Kong, it attracted a good number of international exhibitors, mainly from Italy and France, but appears to have failed to produce any real or lasting tangible results.

Contact: Adsale Exhibition Services Ltd., 4/F, Stanhope House, 734 King's Road, North Point, Hong Kong; Phone: (852) 2811-8897, Fax: (852) 2516-5024, E-mail: aes@adsaleexh.com or Veronafi International SpA, V.le del Lavoro, 837100, Verona, Italy; Phone: (39-45) 820-3162, Fax: (39-45) 820-3320, E-mail: vrfi@vrfi.inet.it

China National Fisheries & Seafood Expo 2001

Date: October 30 - November 1, 2001

Venue: Shandong International Convention & Exhibition Center, Qingdao

This show is Asia's premier seafood and fisheries event, and has been able to attract major seafood importers, wholesalers, and seafood processors. In the last five years, the China National Fisheries & Seafood Expo has been successfully held in Qingdao, Beijing, Dalian and Shanghai. This show is best suited for exporters of frozen seafood, particularly squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO Shanghai will have representatives at the show to support U.S. exhibitors. Before the show, on October 26, the Alaska Seafood Marketing Institute will hold a seminar in the Shangri-La Hotel in Dalian, another important Chinese seaport.

Contact: Sea Fare Expositions, Inc., 1553 NW Ballard Way, Suite 200, Seattle, WA 98107; Phone: (206) 789-5741, Fax: (206) 789-0504, E-mail: china@seafare.com, Internet: www.chinaseafoodexpo.com

CFI 2001

Date: November 20 - 23, 2001

Venue: China Export Commodities Fairground, Guangzhou

China Foodstuff Industries Trade Exhibition (CFI) is a small food show with limited impact. This will be the fifth edition of this show, sponsored by the China Dietary Culture Institute. Opportunities for U.S. exporters of food and agricultural products are expected to be minimal.

Contact: Guangzhou Shikong Exhibition & Trade Center, 296 Huangpu (M) Boulevard, Guangzhou

510655, Phone: (86-20) 3868-0086/85/84, Fax: (86-20) 3868-0200, E-mail: sales@2t2.net, Internet: www.2t2.net/cfi

Dairytech 2001

Date: November 22 - 24, 2001

Venue: Shanghai Mart, Shanghai

CRC 2001 organizers, Royal Dutch Jaarbeurs and Keylong Exhibition Service, are putting together this new show dedicated to technology for the dairy farming and dairy industry sectors.

Contact: Ms. Beatrice Guerin Coutansais, Royal Dutch Jaarbeurs China, E19B, Strength Plaza, New Hongqiao Business Square, 600 Tianshan Road, Shanghai 200051, Phone: (86-21) 5289-6776, 5289-6010, Fax: (86-21) 5289-6010, 5289-6648, E-mail: keylong@public.sta.net.cn

Spring 2002 National Candy & Spirits Fair

Date: March 15 - 21, 2002 (tentative)

Venue: Xian

This a semi-annual event, also known as the Tang Jiu Hui Fair, will make its first appearance in the historic city of Xian. This is the largest domestic trade show in China. It has a strong "local" focus, featuring a wide variety of food, wines and spirits. The show attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and is an excellent chance to expand contacts and penetrate new markets in inland China. After six very successful appearances since March 1999, ATO Shanghai will lead a seventh U.S. sales mission to attend this event.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Seasoning China 2002

Date: March 26 - 29, 2002

Venue: China International Hi-Tech Products Exhibition Hall, Shenzhen

This new show will specialize in seasonings (also advertised as SEA China 2002). It may present opportunities for exporters to reach manufacturers in South China. However, ATO Shanghai suggests that ingredients exporters concentrate their efforts on the FI Asia-China show in April.

Contact: Guangdong International Exhibition Development Co., Phone: (86-20) 8578-3376, 8758-3320, Fax: (86-20) 8758-5574, E-mail: exposure@public.guangzhou.gd.cn

Hortiflorepo China 2002

Date: April 10 - 13, 2002

Venue: China National Agricultural Exhibition Center, Beijing

Organized by the China Flower Association, this is the only trade show in China specializing in floriculture, horticulture, and related equipment and supplies. It may be a worthwhile activity for companies interested in exploring possible floricultural opportunities in northern China.

Contact: Mr. Yu Hong, Mr. Wang Lisheng, China Great Wall International Exhibition Co., Ltd., 18 Hepingli Dongjie, Beijing 100026, Phone: (86-10) 6874-8314, 6874-8903, Fax: (86-10) 6874-8900, 6874-8993, E-mail: yuhong@cgwic.com or Mr. Zhang Yin Chao, China Flower Association, Phone: (86-21) 8423-8522, Fax: (86-21) 8423-8522

ProPak China 2002

Date: July 9 - 12, 2002

Venue: Shanghai

This show is organized by the Montgomery Group, which also takes care of Food & Hotel China. PPC 2002 will feature international food, beverage and pharmaceutical processing and packaging technology exhibits. Due to its focus on providing a sales platform for overseas machinery suppliers, ProPak China has a good record of attracting high-quality audiences.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk, Internet: www.hkesmontnet.com.hk

FHC 2002

Date: September 3 - 6, 2002

Venue: Everbright Convention & Exhibition Center, Shanghai

The Montgomery Group is organizing the ninth annual Food & Hotel China show (now FHC). FHC will build on its excellent track record from past shows in its 2002 return to Shanghai. The show is one of the few "trade only" shows in China that actually manages to keep the masses out of the exhibition. The show has a loyal following of international exhibitors and is structured in a successful and original formula which includes food, wine, bakery products, equipment, and supplies for hotels and restaurants.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com, Internet: www.fhcchina.com

Fall 2002 National Candy & Spirits Fair

Date: October 15 - 20, 2002 (tentative)

Venue: TBA

This is the fall show of this semi-annual event, also known as the Tang Jiu Hui Fair—possibly the largest

domestic food trade show in China. This show has a strong "local" focus, featuring a wide variety of food, wines and spirits. It attracts more than 50,000 domestic buyers, mostly wholesalers and distributors, and provides an excellent opportunity to expand your network of contacts or penetrate new markets within inland China. ATO Shanghai will lead a sales mission to this show in mid-October.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

China National Fisheries & Seafood Expo 2002

Date: November, 2002 (tentative, TBA)

Venue: Shandong International Convention & Exhibition Center, Qingdao

This is Asia's premier seafood and fisheries trade event, and has been able to attract major seafood importers, wholesalers, and seafood processors. In the last six years, the China National Fisheries & Seafood Expo has been successfully held in Beijing, Dalian, Shanghai, and Qingdao. In 2002, the show returns to the city of Qingdao, one of East China's leading ports and a thriving consumer market. This show is best suited for exporters of frozen seafood, particularly squid, pollack, sole, and herring that can be sold in wholesale markets and/or further processed in China. ATO Shanghai will have representatives at the show to support U.S. exhibitors.

Contact: Sea Fare Expositions, Inc., 1553 NW Ballard Way, Suite 200, Seattle, WA 98107; Phone: (206) 789-5741, Fax: (206) 789-0504, E-mail: china@seafare.com, Internet: www.chinaseafoodexpo.com

WoodMac China 2003

Date: February 25 - 28, 2003

Venue: Intex Convention Center & Shanghai Mart, Shanghai

This well-established show provides a good forum on forestry products and woodworking machinery, specifically focusing on equipment and supplies for timber construction and furniture production. This is a good opportunity for companies looking to export wood products to China.

Contact: Ms. Nancy Yung, Hong Kong Exhibition Services Ltd., 9th Floor Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong; Phone: (852) 2804-1500, Fax: (852) 2528-3103, E-mail: nancy@hkesmontnet.com.hk or in the U.S.: Mr. Robert Chang, Commerce Tours International, Suite 918, 870 Market Street, San Francisco, CA 94102; Phone: (415) 433-3072, Fax: (415) 433-2820, E-mail: Comtours@aol.com

III. Other Promotional Activities

U.S. exporters and other organizations interested in participating in or learning more about any of the promotional activities listed below should contact ATO Shanghai for additional information.

III.A. In-Store Promotions

Hangzhou Retail Promotion

Date: December 22, 2001 - January 3, 2002

Venue: Hangzhou Jiayou Supermarket Co., Ltd., Hangzhou

ATO Shanghai will hold an in-store promotion with Hangzhou-based retailer, Hangzhou Jiayou Supermarket Co., Ltd., featuring U.S. food and beverage products. Hangzhou Jiayou opened in 1997 and already enjoys the number-one retail sales position in Zhejiang province. In 2000, Zhejiang had the third highest per capita income level in China after Shanghai and Beijing. Hangzhou Jiayou was the second fastest growing chain store in China in 2000 with a total of RMB 893 million (US\$108 million) in sales. During the promotion, various activities, such as a lucky draw and a free wine tasting, will be conducted. Excellent media coverage is also planned for the promotion.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Super Grand Mall (SGM) Retail Promotion

Date: September 2002

Venue: SGM, Lujiazui Development Area of Shanghai

The development of SGM has been funded by Shanghai Kinghill Limited, a member of C.P. Group of Thailand. Once it is inaugurated in April 2002, SGM will be the largest shopping mall in China and among the largest in Asia. SGM's location, brand-oriented design, and comfortable, human-scale layout are predicted to attract a large flow of local consumers as well as tourists. The 5th floor of the mall will have a 20,000 square-meter World of Food where shoppers can partake of gourmet cuisine from throughout the world. Within the World of Food, there will be a space called Food Festival Land that is reserved for promotional activities. ATO Shanghai plans to organize a "Great American Food Festival" for two weeks in September as a part of its retail promotion for 2002. In preparation for the retail food promotion, ATO Shanghai will lead a tour of SGM for interested cooperators on January 17, 2002.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Retail Promotion in Dalian

Date: April 2002

Venue: TBA

ATO Shanghai will organize an in-store promotion with a retail campaign in Dalian as part of its annual promotional activities. The promotion will feature U.S. packaged foods and beverages, as well as fresh produce, meat and seafood. It will take place in one of the best-performing foreign retail stores in

Dalian with possible extensions to outlets outside of the city center.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;

Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

III.B. Educational Seminars

Perishable Product Marketing & Cold Chain Logistic Services Seminar

Date: March 28, 2002

Time: 09:00 - 14:00

Venue: Shanghai New International Expo Center, Pudong, Shanghai

ATO Shanghai will be the primary sponsor of a seminar entitled “Perishable Product Marketing & Cold Chain Logistic Services in China After WTO Entry – A direct dialogue with senior American and Chinese government officials”. Topics will include: business opportunities in agricultural trade between the USA and China, Standards of Agricultural Trade with USA, Support of Chinese Government for Bilateral Agricultural Trade between China and USA, changes in the policies of Tariffs & Customs Clearance, Liberalization of Logistics Business in China, and the Development of International Standard Cold Chain Logistics Services in China. This seminar is organized by Informa Asia Publishing Ltd. of Hongkong (a subsidiary of Lloyd's List of London), and the co-organizer is Kooll International Group, of Hongkong.

Contact: Mr. Nathaniel Aden, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Food Service Training

Date: May 2002 (tentative)

Venue: Shanghai Culinary Training School, Shanghai

ATO Shanghai plans to team up with the Shanghai Culinary Training School to provide a series of training seminars and competitions for chefs and food-service and purchasing managers. Participants will be recruited from restaurants and hotels in Shanghai as well as other leading consumer-market cities in China. USDA cooperators active in the food service sector in Shanghai will be invited to join and expand their scope. The activity will combine training with a well targeted PR effort, though major TV and print media. Journalists will also be invited to attend and cover each of the organized events.

Contact: Ms. Mabel Zhuang, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

III.C. Buyer Teams

Bakery Ingredients Buyer Team

Date: March, 2002 (tentative)

Venue: TBA

ATO Shanghai will lead a Bakery Ingredients Team visit to the United States in the first quarter of 2002. The team will be selected by ATO Shanghai and consist of 5-8 professionals from the bakery

industry as well as a representative from our office. The plan is for the team to attend training courses, visit bakeries, and meet with traders. The purpose of this trip is to educate participants about new technology and trends in the bakery industry and enhance the use of U.S. ingredients in Chinese bakeries. The trip is scheduled to last approximately 10 days and it will coincide with a bakery show in the U.S.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;
Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Chinese Press Team

Date: April, 2002 (tentative)

Venue: TBA

ATO Shanghai will lead a Press Team in 2002. The team will consist of 5-8 journalists from major newspapers and TV stations in Shanghai. The plan is for the team to receive a general introduction to U.S. agriculture through visits to farms, food processing companies, retail stores, and other agriculture-related sites. The purpose of this trip is to educate participants and give them a more nuanced understanding of U.S. agriculture so that they can, in turn, convey a favorable impression to Chinese audiences. In addition, this trip will help Shanghai ATO establish and maintain a good working relationship with local media.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;
Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

FMI Show Buyer Team

Date: May 5 - 7, 2002

Venue: McCormick Place, Chicago, IL

ATO Shanghai will again lead a buyer team to the Food Marketing Institute (FMI) trade show in Chicago. The buyer team is also likely to conduct a tour of food processing, trade and retail operations in California. The purpose of this annual mission is to expose Chinese traders to a large variety of American food products, to help Chinese importers make direct contact with American exporters, to introduce participants to the concept of consolidators, and to generate export sales of American food products.

Contact: Ms. Frances Wei, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

NRA Show Buyer Team

Date: May 18 - 21, 2002

Venue: McCormick Place, Chicago, IL

ATO Shanghai plans to lead another food-service buyer team to the National Restaurant Association

(NRA) Show in Chicago, Illinois. This annual mission takes Chinese restaurant owners, chefs, and purchasing managers to the world's largest restaurant show and also provides an opportunity for them to meet U.S. suppliers and/or participate in USDA-sponsored training courses. Chinese chefs are thus exposed to a large variety of American food products through tours of California agricultural operations, visits to fine-dining restaurants, and participation in the largest food show in the U.S., i.e. the NRA show.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Cochran Food Technologist Team

Date: June 10 - 24, 2002 (tentative)

Venue: Anaheim, CA

ATO Shanghai will select 6-8 technical managers and food scientists from leading Chinese food manufacturing and food processing companies for a program in June, 2002. The training program will focus on U.S. food technology and the use of U.S. food ingredients and additives. It will be combined with a visit to the IF show (June 15 - 19, Anaheim, CA) and an introduction to state-of-the-art U.S. food equipment and processing line. The purpose of this training is to encourage Chinese food manufacturers to use U.S. food ingredients on a regular basis. The training and visit will last a total of 10 to 14 days.

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III.D. Trade Receptions

NASDA President's Mission to China

Date: November 24 - 30, 2001

Venue: Shanghai, Dalian

ATO staff will assist in arranging a trade reception held in honor of the visiting representatives of the National Association of State Departments of Agriculture (NASDA). NASDA President Billy Ray Smith (Kentucky State Commissioner of Agriculture) and Executive Vice President & CEO Richard Kirchhoff will visit Shanghai and Dalian to promote the Food Marketing Institute and the National Restaurant Association Shows in Chicago in May of 2002. NASDA has made this trade promotion trip to Shanghai an annual event in recognition of the current importance and future potential of China as an export market for American agricultural products.

Contact: DeWitt Ashby, NASDA, 1156 15th Street, N.W., Suite 1020, Washington, D.C. 20005, Phone: (202)296-9680, Fax (202)296-9686, E-mail: nasda@patriot.net, Internet: www.nasda.org

ATO Shanghai Spring Festival Reception

Date: January 30, 2002 (tentative)

Venue: Shanghai (TBA)

Every year, during the Spring Festival (Chinese Lunar New Year) celebrations, ATO Shanghai holds a trade reception for its most valuable business contacts. Attendees include 150 of the leading importers, distributors, and traders in Shanghai and the East China region, as well as top government officials. Occasionally, this reception is cosponsored by U.S. trade groups or commodity associations.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;
Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

Great American Barbecue 2002

Date: September, 2002 (tentative)

Venue: Ruijin Guesthouse, Shanghai (tentative)

ATO Shanghai's annual Great American Barbecue promotion is now an established and popular trade event. The gala reception gathers over 400 of East China's most influential agriculture trade, retail, food service, distribution, media and government contacts in the garden of the Landmark Ruijin Hotel. In partnership with a leading 5-star hotel, the Barbecue features quality U.S. food products, a US-sponsored fashion show, and an authentic American band, which is flown in from the U.S. The event continues for 7-10 days after the Barbecue as an American foods menu promotion at the co-sponsoring hotel.

Contact: ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040;
Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

III.E. Trade Missions**Minnesota Trade Mission**

Date: June 7 - 18, 2002

Venue: Shanghai, Beijing, Xian

In June 2002, the Governor of Minnesota is scheduled to lead the largest state trade mission from the U.S. ever to visit China. During visits to Shanghai, Beijing, and Xian the trade mission plans to focus on agricultural trade issues, IT, and the medical industry. As part of his agriculture agenda, the Governor will visit Carrefour (China's largest foreign retail importer), a poultry processing plant, a soybean crushing plant, and an international port at Zhanjiagang on the Yangtze River.

Contact: Mr. Xu Min, ATO Shanghai, Shanghai Center, Suite 331, 1376 Nanjing West Road, Shanghai 200040; Phone: (86-21) 6279-8622, Fax: (86-21) 6279-8336, E-mail: atos@public.sta.net.cn

IV. Post Contact and Further Information

U.S. Agricultural Trade Office, Shanghai
Shanghai Center, Suite 331
1376 Nanjing West Road
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E-mail: atos@public.sta.net.cn or atoshanghai@fas.usda.gov
Website: <http://www.atoshanghai.org>

For further information about exporting to China, as well as upcoming events and activities, please visit the ATO Shanghai website www.atoshanghai.org. Reports from ATO Shanghai and other ATO offices around the world are also available from the FAS website www.fas.usda.gov.